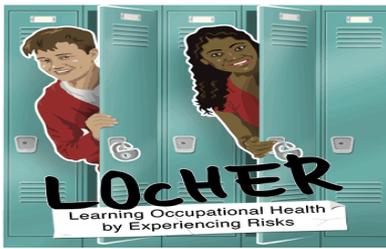




**Bob Rajan OBE JP PhD**

**Field Operations Division**



## Operators -

rather than being the main instigators of an accident  
*(exposure to hazardous agents)*, operators tend to be the inheritors of **system defects** created by **poor design, incorrect installation, faulty maintenance** and **bad management decisions**. Their part is usually that of adding the final garnish to a lethal brew whose ingredients have already been long in the cooking.

**Professor James Reason**



# A pictorial reflection



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# More pictorial reflection



## Operators



in the cooking.

**Professor James Reaso**



accident,  
**defects**  
**faulty**  
s. Their  
to a

ents have already been long



# Delivering Effective H&S



Directors

What can you Do to

Buyers

**Win Hearts and Minds**

Managers

for

Human resources

**Influencing Positive Actions**

Supervisors

Employees

Contractors



# Delivering Effective H&S An Approach



Engage

Exemplify

What can You do to  
**Win Hearts and Minds**

Encourage

Enable

for

**Influencing Positive Actions**

Needs to be a Catalyst



# Winning Hearts and Minds

for

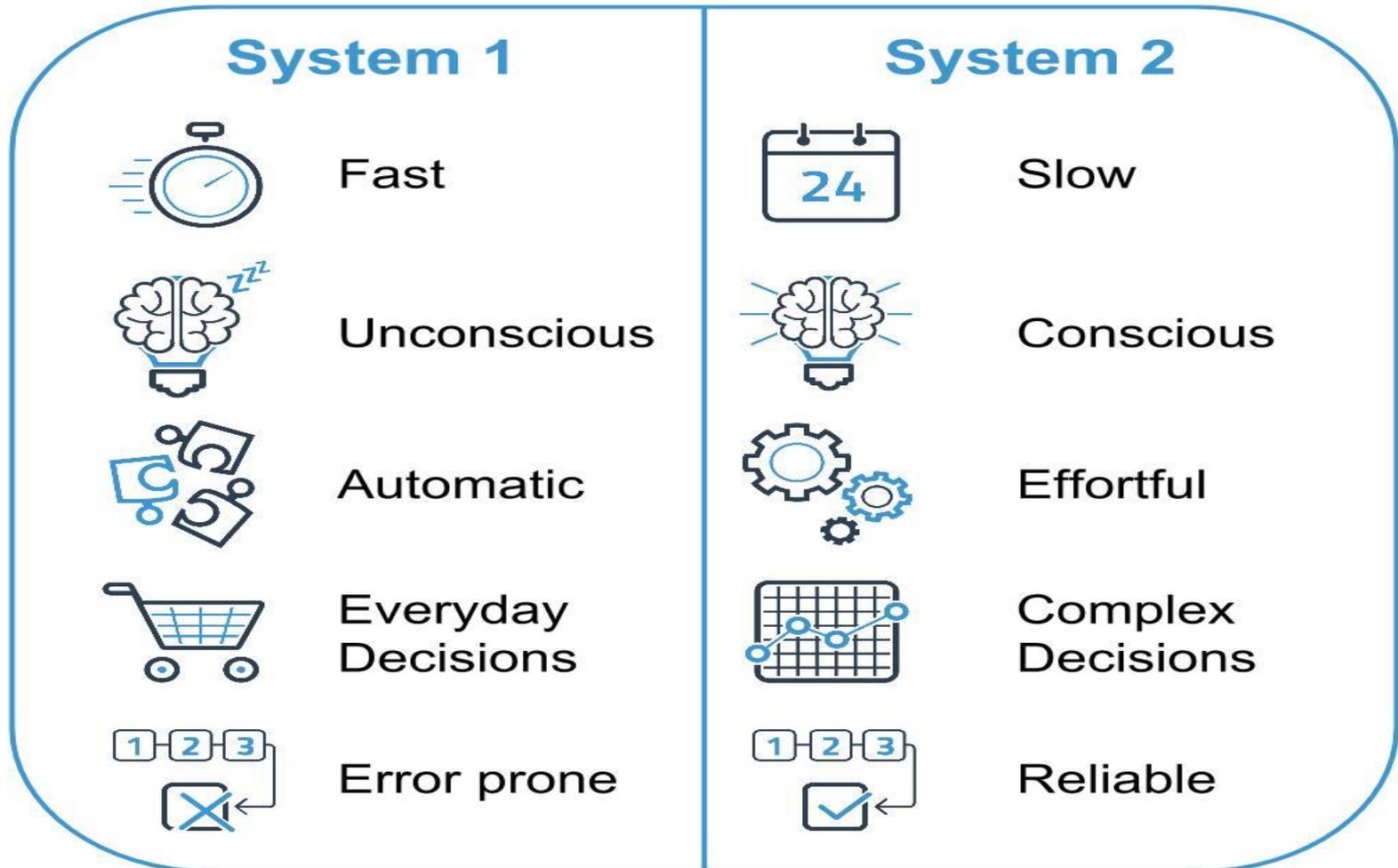
# Influencing positive Actions

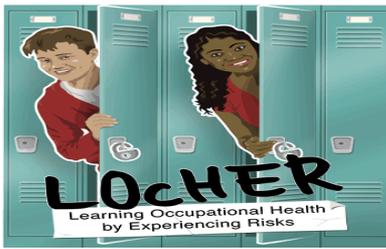


# Reducing work-related ill health



# Winning Hearts, Minds and Influencing positive Actions The System 1 Way

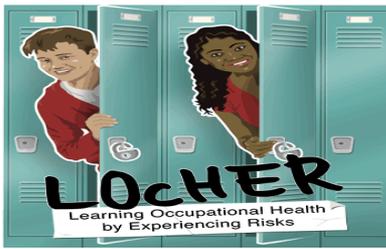




# Winning Hearts, Minds and Influencing positive Actions



## Using Good Risk Communication Principles Principles

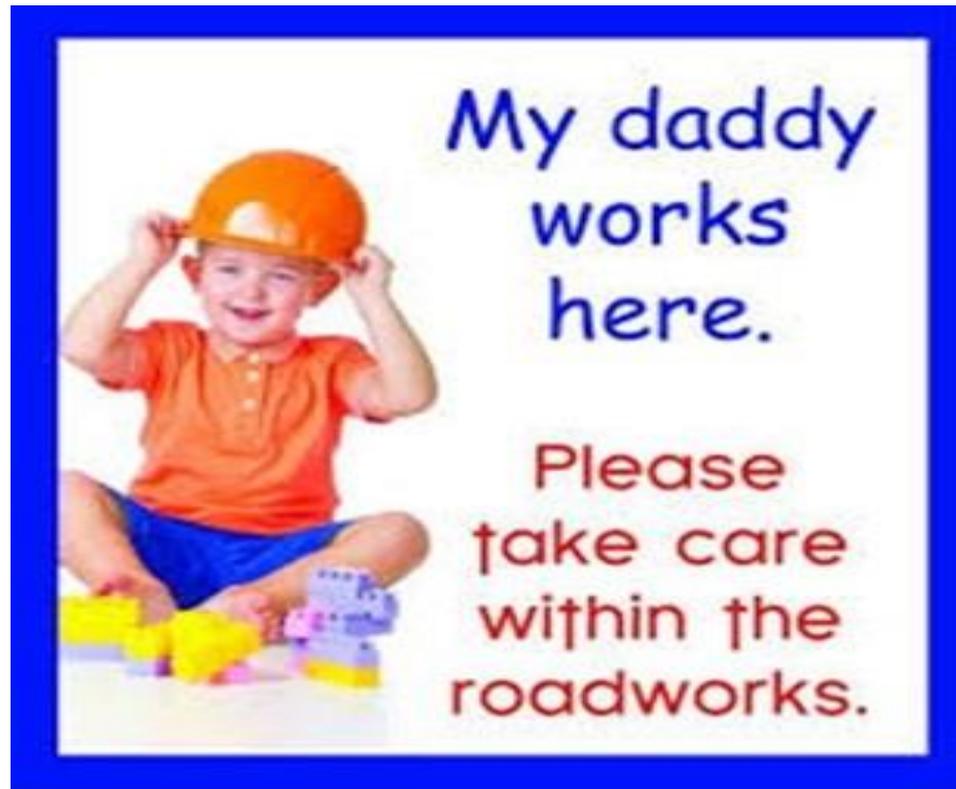
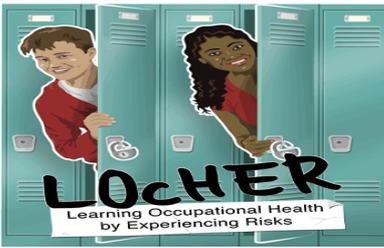


# Winning Hearts, Minds and Influencing positive Actions The 'MINDSPACE' Way



<b>Messenger</b>	we are heavily influenced by who communicates information
<b>Incentives</b>	our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses
<b>Norms</b>	we are strongly influenced by what others do
<b>Defaults</b>	we 'go with the flow' of pre-set options
<b>Salience</b>	our attention is drawn to what is novel and seems relevant to us
<b>Priming</b>	our acts are often influenced by sub-conscious cues
<b>Affect</b>	our emotional associations can powerfully shape our actions
<b>Commitments</b>	we seek to be consistent with our public promises, and reciprocate acts
<b>Ego</b>	we act in ways that make us feel better about ourselves

# Example 1



Mayo County Council, Ireland



## Examples 2 and 3



HSE GS6

Average Speed Cameras  
in Operation

## Examples 4



**PRESTON'S**  
COLLEGE 

### WOOD DUST

Wood dust is produced when you saw, drill or sand timber.  
Breathing in the dust can cause health problems which could take years to show up.



### **SPECIAL OFFER**

**FREE WHEN YOU INHALE WOOD DUST:**

- **ASTHMA**
- **BRONCHITIS**
- **LUNG DISEASE**
- **CANCER**

**SOME OFFERS ARE JUST  
NOT WORTH IT!!**

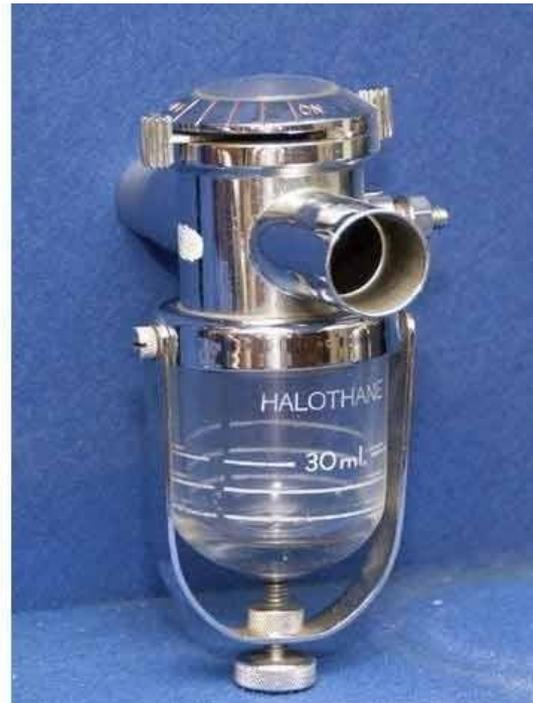


Helping  
Great Britain  
**work well**

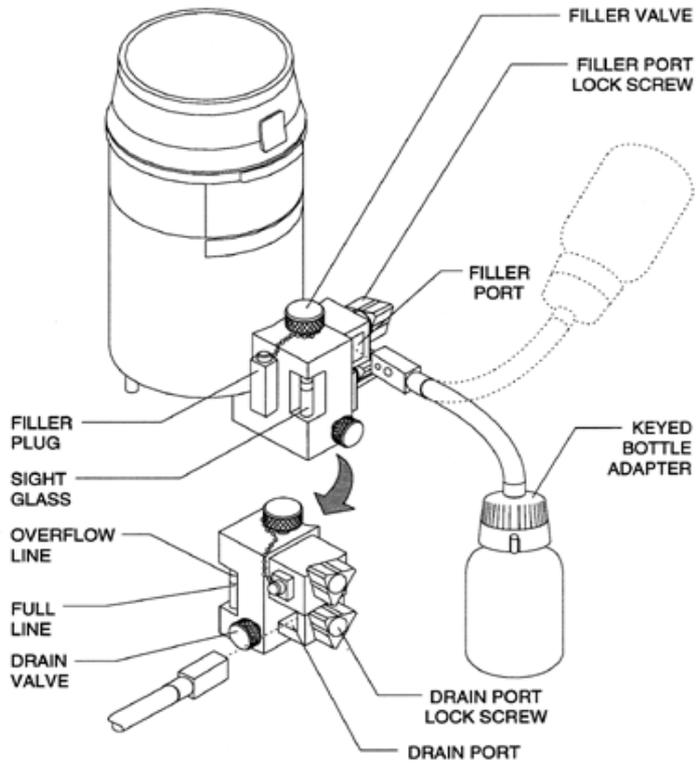
**Safety Groups UK**  
PROMOTING HEALTH & SAFETY NATIONWIDE



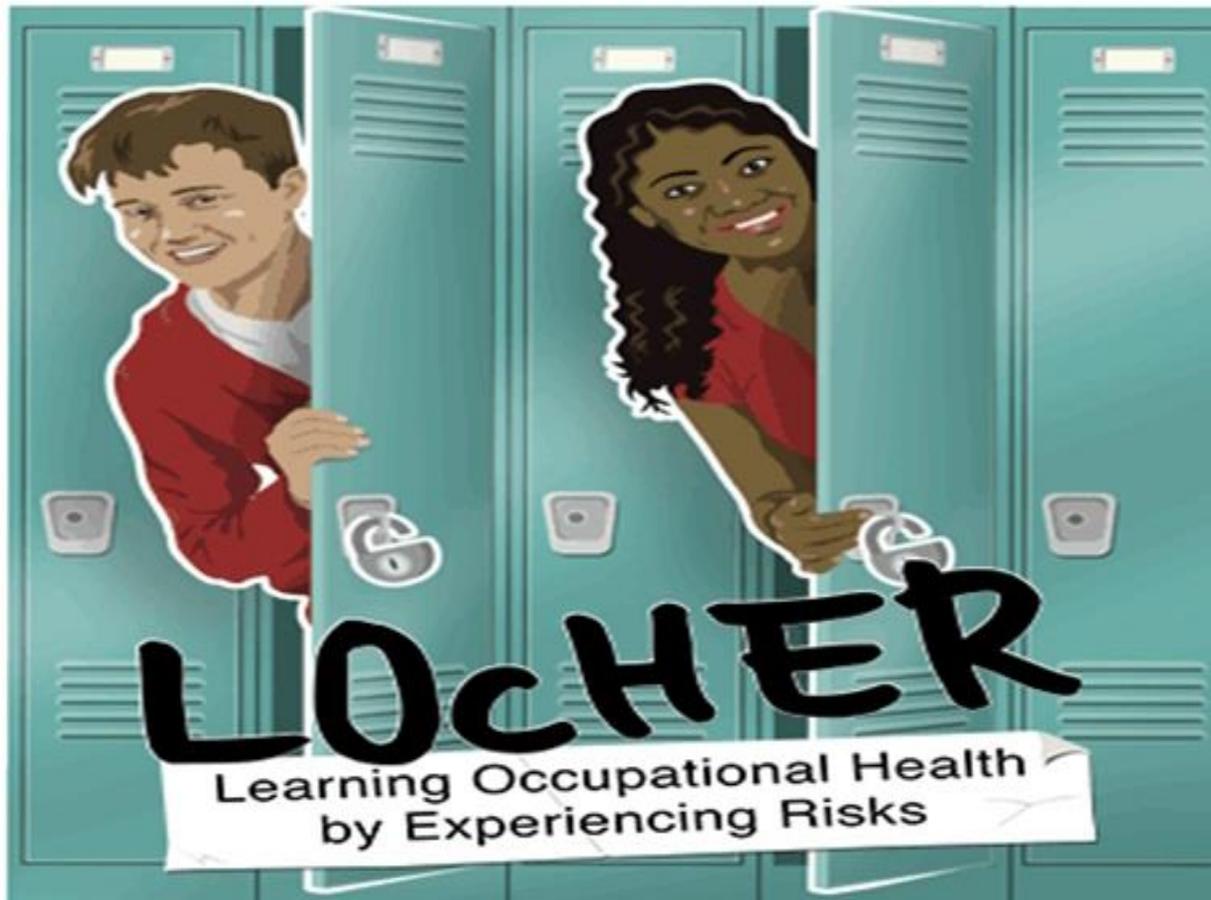
## Example 5

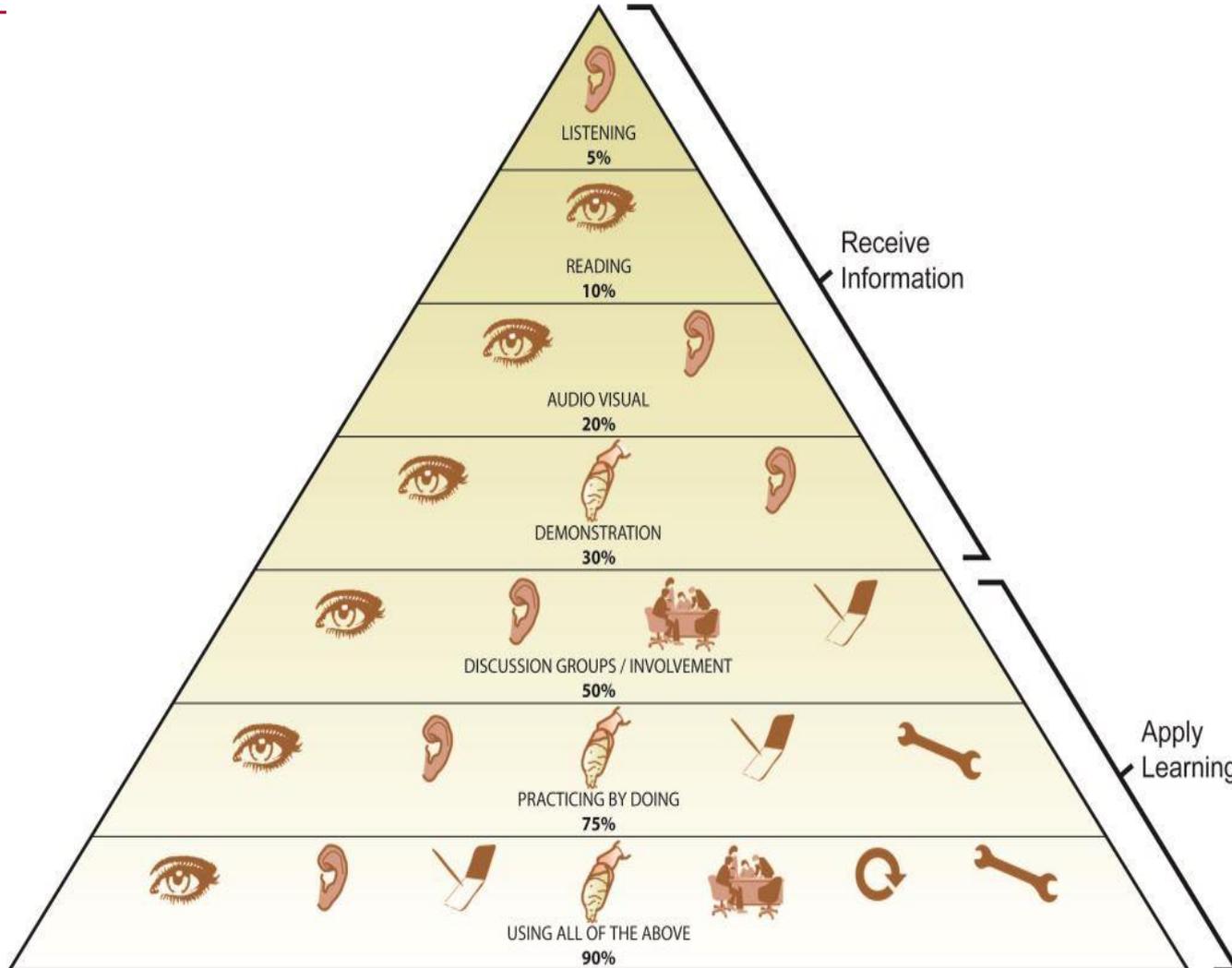
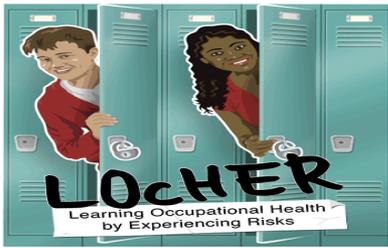


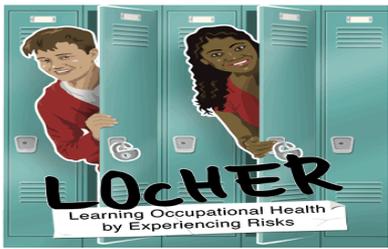
## Example 5



## Example 6





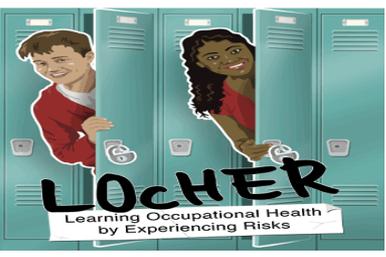


## Major Objectives of Winning Hearts and Minds

- ✓ Influencing positive actions
  - ✓ Making your job easy
  - ✓ Applying step change
    - ✓ Improving ROI



# Which Type of H&S Practice



**It's in Your Hands**